



DELUXE.001A

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Richard C. Weber, et al.)
App. No. : 09/550,354)
Filed : April 14, 2000)
For : INTELLIGENT PERSONALIZATION)
SYSTEM AND METHOD)
Examiner : Not Assigned)

ESTABLISHMENT OF RIGHT OF ASSIGNEE TO TAKE ACTION
AND
REVOCATION AND POWER OF ATTORNEY

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

The undersigned is empowered to act on behalf of the assignee below (the "Assignee"). A true copy of the original Assignment of the above-captioned application from the inventor(s) to the Assignee is attached hereto. This Assignment represents the entire chain of title of this invention from the Inventor(s) to the Assignee.

I declare that all statements made herein are true, and that all statements made upon information and belief are believed to be true, and further, that these statements were made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that willful, false statements may jeopardize the validity of the application, or any patent issuing thereon.

The undersigned hereby revokes any previous powers of attorney in the subject application, and hereby appoints the registrants of Knobbe, Martens, Olson & Bear, LLP, 620 Newport Center Drive, Sixteenth Floor, Newport Beach, California 92660, Telephone (949) 760-0404, **Customer No. 20,995**, as its attorneys with full power of substitution and

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revocation to prosecute this application and to transact all business in the U.S. Patent and Trademark Office connected herewith. This appointment is to be to the exclusion of the inventor(s) and his attorney(s) in accordance with the provisions of 37 C.F.R. § 3.71.

The undersigned hereby authorize and request our attorneys to insert the application number of said application when known in the appropriate blank spaces referenced herein.

Please use **Customer No. 20,995** for all communications.

DELUXE CORPORATION

Dated: 6/6/00

By: 

Name: RONALD E EILERS

Title: PRESIDENT / COO

S:\DOCS\REC\REC-3673.DOC 050200

COPY

ASSIGNMENT

WHEREAS, We, Richard C. Weber, a U.S. citizen, residing at 8765 68th St. N., Stillwater, MN 55082; Kevin D. Malone, a Canadian citizen, residing at 35 Moonlight Bay, Stillwater, MN 55082; Krishna Narayan, a U.S. citizen, residing at 5017 Northfields Drive, Gibsonia, PA 15044; Anthony F. Novalany, a U.S. citizen, residing at 13406 10th Street South, Afton, MN 55001; David M. Belseth, a U.S. citizen, residing at 3549 Pilgrim Lane North, Plymouth, MN 55441; John J. Herlihy, a U.S. citizen, residing at 433 W. Briar Place #3A, Chicago, IL 60657; Fred H. Squires, a U.S. citizen, residing at 12115 Illies Ave. N., Hugo, MN 55038; Michael N. Sax, a U.S. citizen, residing at 5815 St. Albans Ct., Shoreview, MN 55126; and Robert W. Walsh, a U.S. citizen, residing at 418 Barrington Place, Mahtomedi, MN 55115, have invented certain new and useful improvements in a **INTELLIGENT PERSONALIZATION SYSTEM AND METHOD** for which we have filed an application for Letters Patent in the United States, (Application number 09/550,354), filed April 14, 2000. We hereby authorize and request our attorneys, Knobbe, Martens, Olson & Bear, LLP, 620 Newport Center Drive, Sixteenth Floor, Newport Beach, California 92660, Customer No. 20,995, to insert the application number of said application when known in the above parentheses;

AND WHEREAS, Deluxe Corporation (hereinafter "ASSIGNEE"), a Minnesota Corporation, with its principal place of business at 3680 Victoria St. N., Shoreview, Minnesota 55126, desires to acquire the entire right, title, and interest in and to the said improvements and the said Application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said inventors, do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the said improvements, and the said application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we will communicate to the said ASSIGNEE, successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.



TESTIMONY WHEREOF, I hereunto set my hand and seal this 5 day of June, 2006

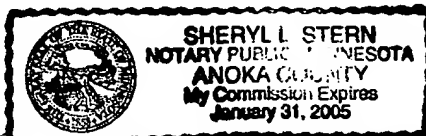
Richard C. Weber

Richard C. Weber

STATE OF

SS.

COUNTY OF



On 06/05/2000 before me, Richard C. Weber, personally appeared Richard C. Weber personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Sheryl L. Stern

Notary Signature

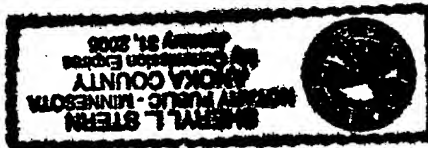
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 5th day of June, 2006

Kevin D. Malone
Kevin D. Malone K

STATE OF

SS.

COUNTY OF



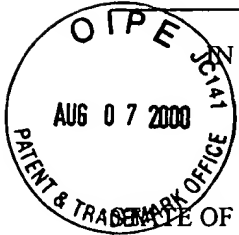
On 06/05/2000, before me, Sheryl L. Stern, personally appeared Kevin D. Malone personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Sheryl L. Stern

Notary Signature

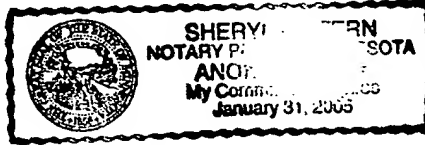


IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 5 day of June, 2000.

Krishna Narayan
Krishna Narayan

COUNTY OF

SS.



On 06/05/2000 before me, Krishna Narayan, personally appeared Krishna Narayan personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Sheryl L. Stern
Notary Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 5th day of June, 2000.

Anthony F. Novalany
Anthony F. Novalany

STATE OF

COUNTY OF

SS.



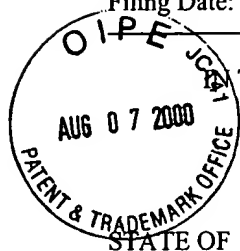
On 06/05/2000 before me, Anthony F. Novalany personally appeared Anthony F. Novalany personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Sheryl L. Stern
Notary Signature

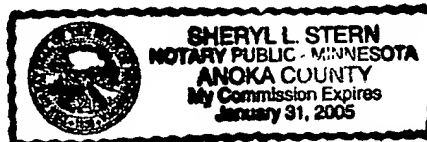
Filing Date: April 14, 2000

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 5 day of June, 2000David M. Belseth
David M. Belseth

STATE OF

COUNTY OF

] ss.



On 06/05/2000 before me, David M. Belseth, personally appeared David M. Belseth personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

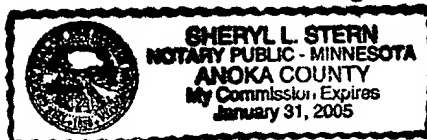
[SEAL]

Sheryl L Stern
Notary SignatureIN TESTIMONY WHEREOF, I hereunto set my hand and seal this 5 day of June, 2000John J. Herlihy
John J. Herlihy

STATE OF

COUNTY OF

] ss.

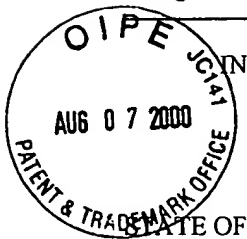


On 06/05/2000 before me, John J. Herlihy, personally appeared John J. Herlihy personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Sheryl L Stern
Notary Signature

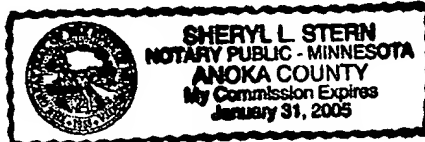


IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 5 day of JUNE, 2000

Fred H. Squires
Fred H. Squires

COUNTY OF

ss.



On 06/05/2000 before me, Fred H. Squires, personally appeared Fred H. Squires personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Sheryl L. Stern
Notary Signature

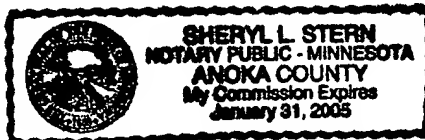
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 5 day of June, 2000

Michael N. Sax
Michael N. Sax

STATE OF

COUNTY OF

ss.



On 06/05/2000 before me, Michael N. Sax, personally appeared Michael N. Sax personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

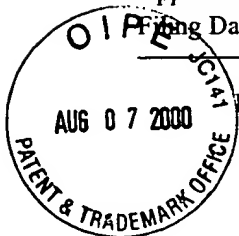
WITNESS my hand and official seal.

[SEAL]

Sheryl L. Stern
Notary Signature

Application No.: Not Assigned

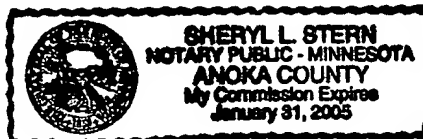
Filing Date: April 14, 2000

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 5 day of June, 2000.Robert W. Walsh
Robert W. Walsh

STATE OF

COUNTY OF

] ss.



On 06/05/2000 before me, Robert W. Walsh, personally appeared Robert W. Walsh personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Sheryl L. Stern
Notary Signature